

Teacher Name: Mr. Michaud

Student Name: _____

Topic: _____

Category	Crushed it!	Semi-awesome!	Not quite there... yet!	Needs improvement
Content 40%	Demonstrates a clear understanding of the potential reader. The author thoroughly justifies claims made about what the reader would need to be persuaded by a persuasive work.	Demonstrates an average understanding of the potential reader. The author makes strong claims, but is unable to support them or does so weakly.	Demonstrates a weak understanding of the potential reader. The author makes seemingly illogical claims that are justified poorly.	The author seemingly lacks any knowledge of the potential reader. The author makes no claims and provides no evidence of understanding what the intended reader would like to see in a persuasive work.
Capitalization, grammar, spelling, and punctuation 20%	Author makes no errors in grammar or spelling that distract the reader from the content. Author makes no errors in capitalization or punctuation, so the essay is exceptionally easy to read.	Author makes 1-2 errors in grammar or spelling that distract the reader from the content. Author makes 1-2 errors in capitalization or punctuation, but the essay is still easy to read.	Author makes 3-4 errors in grammar or spelling that distract the reader from the content. Author makes 3-4 errors in capitalization and/or punctuation that catch the reader's attention and interrupt the flow.	Author makes more than 4 errors in grammar or spelling that distract the reader from the content. Author makes several errors in capitalization and/or punctuation that catch the reader's attention and interrupt the flow.
Clarity 15%	Everything about the brochure is clear.	99-90% of the facts in the brochure are accurate.	89-80% of the facts in the brochure are accurate.	Fewer than 80% of the facts in the brochure are accurate.
Citations 10%	All sources are cited correctly and formatted properly.	Sources are cited and clear, but formatting is an issue.	Sources are cited but unclear, improper format.	An attempt was made to cite sources, but it was unclear.
Organization 10%	The brochure has exceptionally professional formatting and well-organized information.	The brochure has professional formatting and well-organized information.	The brochure has well-organized information.	The brochure's formatting and organization of material are confusing to the reader.
Graphics/Pictures 5%	Graphics go well with the text and there is a good mix of text and graphics. At least 6 graphics/pictures were used.	Graphics go well with the text, but there are so many that they distract from the text. 3-5 pictures were used.	Graphics go well with the text, but there are too few and the brochure seems \"text-heavy\". 1-2 pictures were used.	Graphics do not go with the accompanying text or appear to be randomly chosen. No pictures were used.

Created by Tyler Michaud using RubiStar